



MARYLAND HEALTH CARE COMMISSION

4160 PATTERSON AVENUE – BALTIMORE, MARYLAND 21215
TELEPHONE: 410-764-3460 FAX: 410-358-1236

CONSULTING AND TECHNICAL SERVICES (CATS II)

PROJECT NO. M00B9200730

November 13, 2009

ADDENDUM #1

This addendum is being issued to amend and clarify information contained in the above referenced RFP. All information contained herein is binding on all offerors who respond to this TORFP. Specific parts of this TORFP have been amended. The following changes are listed below, and revised documents have been enclosed to replace those in the original TORFP.

Enclosed is a list of the prospective vendors who attended the Pre-proposal conference held on Thursday, November 5, 2009. The summary of the Pre-proposal conference, includes questions/responses and clarifications discussed during that meeting.

The Key summary Information Sheet (attached) has been revised to reflect the change in the "Primary Place of Performance" from 4160 Patterson Avenue to "Offsite".

REPLACE FINANCIAL SHEETS

Financial Sheets- Attachments 1A & 1B, have been revised as discussed. Attachments 1A and 1B have been changed to reflect an hourly rate only that will be used to calculate additional work of this project, if required by MHCC, in Years 1 and Year 2.

As a reminder, all Master Cats II TORFP contractors are required to submit either a proposal or a Master Contractor Feedback Form. This form is accessible via the CATS II Master Login screen. For further details, review Section 3 – Task Order Proposal Format and Submission Requirements, Section 3.1.

All further communications, such as amendments, updates and other related documents, will be not be distributed individually, but will only be posted to the CATS II web site and eMaryland Marketplace.

Issued by
Sharon M. Wiggins
Procurement Officer

SUMMARY OF PRE-BID CONFERENCE
CATS II TORFP # M00B9200730
Thursday, November 5, 2009
9:30 a.m.

Good morning. My name is Carol Christmyer; this is a pre-bid conference on Design and Development of the Maryland Health Care Commission (MHCC) Long Term Care Website.

Staff representing the MHCC:

Carol Christmyer, Project Manager
Bruce Kozlowski, Director of Long Term Care and Community-based Services
Leslie Labrecque, Chief of Database and Applications Development
Sharon Wiggins, Procurement Officer

Please sign the sign-in sheet. We're making a record of this proceeding; if you have questions, approach the table where we have microphones and please state your name and the company that you represent prior to asking the question, for the record.

This is a CATS II master contract. Only Small Business Reserve (SBR) vendors that are registered on the CATS master vendor list are eligible to participate in this solicitation process. All vendors must also be registered at eMaryland Marketplace. Submission requirements are located in Section 3 and must be adhered to as outlined in the TORFP.

We will have an evaluation committee that will review all of the proposals when we receive them. The MHCC will also conduct debriefings for any vendor whose proposal is not chosen. All of the proposals are due to me via e-mail Monday, November 30th by 4 p.m. My e-mail address is located in the key information summary sheet.

Brief Overview of the Requirements

The overall purpose is to secure a master contractor to design the structure and function and build a highly user friendly web portal for long term care services information. Six important key functions were highlighted.

- First, integrating the existing nursing home and assisted living guides into a new and expanded long term care guide. The content will be supplied by MHCC and certain functional aspects of the website are specified. The contractor may have other functional aspects that you may want to specify as the design proceeds.
- Adding 12 service categories to the guide; the service categories are listed in the procurement document
- Build additional sections of the site devoted to general information, assistance and resources for preparing for the future.
- Structure the information, an important part of the procurement, into a sequence or flow that's intuitive to the user and create navigation that's straightforward for both novices and experienced users.
- Part of the design includes first preparing initial designs for review by the MHCC staff; and then attending a meeting of stakeholders that MHCC will convene to provide feedback on one or more of those designs; and integrating that feedback to propose a final design
- Finally, build the design. Another key point is capability for commission staff to maintain, update and upgrade the final website.

QUESTION:

Clarify the duration for the project. It seems it's a three-year contract with a specific period for development, six to ten months. How did you select that duration, what's the thought process behind that, and a second part of the question is in the following two years what sort of interaction do you envision?

RESPONSE:

The first part of the question - we built the system three years ago in 60 days. The foundation is already laid. Beyond the scope of the initial design and building could include such activities as briefing of groups on the new site and its features, perhaps design and building of enhancements to the site and or site maintenance operations.

QUESTION:

You said initially three years ago it took you 60 days to develop this? Was it developed in-house? Can you disclose the name of that vendor?

RESPONSE:

We used an outside vendor, the Delmarva Foundation.

QUESTION:

Are there websites out there, other states, public sector, nonprofit, private sector, that you look, have looked at; ones that you would want to aspire to either emulate or even surpass?

RESPONSE:

MHCC staff has looked at much the Internet has to offer. Deliverable 2.6.2.2 in the document gives three examples, none of which we like completely, we are interested in creativity on your part and using pieces from different websites.

QUESTION:

You requested three different options for the design. Were those, by options were you thinking of three different cosmetic looks and feels or three different total organizations of the website and data?

RESPONSE:

It's up to three options. You might feel that there's only one that's the best and you may only want to present one option. But, if there is more than one option include both of the aspects - cosmetic and organization of data.

QUESTION:

When you specified that it would be available through handheld devices, they come in a couple of different formats – full browser devices such as BlackBerries, I-phones and devices such as cell phones. Are you looking to cover both of those platforms?

RESPONSE:

At this point in time we will withdraw that requirement.

QUESTION:

On page 16 you talk about static pages with no data calls should be done at HTML, but there's also a requirement for a capability to make updates to text of the existing fields. Can you talk a little bit about what the expectation is for MHCC staff managing the site? Are you interested in a content management system or do you envision the databases would be custom?

RESPONSE:

A content management system, while it would be very nice, could theoretically add to the cost of the project. The objective of the contract is to create a design that could easily make it possible for in-house staff to make updates that are not part of the current contract, to make enhancements in the future. So, in other words, that you don't write it in such a cryptic way, you have to follow the technical requirements that are attended to the contract, and those technical requirements basically lay out the software and hardware requirements that we are able to accommodate, and part of the review process of the design will include a technical review to make sure that you are following a standard that we can work with. There are always instances where there's a need to make a text modification or add a page here or add information somewhere else and you don't necessarily want to have to go through the contractor for every little thing, so that's why we want to maintain that capability.

Whatever you build is owned by the MHCC. It doesn't make sense to own if MHCC can't operate it.

QUESTION:

You mentioned cost, but there's open source and open system content manuals out there. The costs are not that great. Are you willing to look at those or consider that option?

RESPONSE:

Not at this time.

I think everything is an issue of where it fits cost-wise and how much economic sense it makes for the contract. If content management makes it possible for people other than programmers to make these updates easily, then it might be worth considering again, as long as it fits within the cost. Keep in mind, that would also require consideration on our part to buy the system, and that's going to be a part you have to include in the cost in your contract, or else line item it out so it's an option.

You can always make recommendations where you think we have failed to provide for the best opportunity, but if you recommend such it has to be priced separately and distinctly and identified separately and distinctly in both the technical and financial proposals. That's also specified in the RFP.

There's the look and feel of the site, and this is in regards to the prototypes that you present. One of the very key things that staff here is looking for is expertise in presenting information to users of a certain demographic that is understandable, that is intuitive. It's not just about elaborate programming because that's not going to necessarily make it user friendly to people.

QUESTION:

The requirement to present a three-year trend on the metrics involving nursing home care quality and so forth, it appears that there are a number of metrics involved in that. Are you looking for presentation of the overall summation of those metrics or should we build the metrics individually? For example, an average or a weighted score or something- based on a single metric?

RESPONSE:

There is some content in the current nursing home guide where we report on their performance on the federal CMS (Center for Medicare and Medicaid Services) Compare QM Measures. What we added to that was a display of the number of deficiencies, a three-year trend display of deficiencies by deficiency level, (12 levels), so it's really just numeric, not necessarily ranking all the nursing homes into percentile ranking. But it would include the ability to select multiple nursing homes and see their three-year trends. A sample of this document is enclosed. We have the data; the contractor will need to program the table.

QUESTION:

Can you explain who, who are the users from your side who would be updating the website, what kind of skills?

RESPONSE:

There are two different kinds of users. There are staff persons who are not programmers who have knowledge based in the long term care area. They would have relatively limited skill sets to write programs or even read a program, but they can use a content management system. And then there is a small programming staff, and we have the ability to develop and add beyond that, any data requiring programs we can deal with that, we can do fairly complex things, but the skill sets that we're looking for are skill sets we don't have, which is expertise in the user experience area.

QUESTION:

You mentioned CMS again, so I'd like to get more clarity on that. Is it your intent to have CMS or not to have CMS?

RESPONSE:

Content management? It's not an intent of ours. If it is a platform that you choose to propose, then that is your decision, if you think that makes sense for your proposal. It is not a requirement of the contract.

QUESTION:

Also in this attachment there are data forms required. Are you also looking for us to develop ways and methods so you can update the website more efficiently?

RESPONSE:

At this point in time the proposal does not include managing the updates. You can download data from the CMS site for all the measures, for the nursing home guide. So there are a number of data sets that we use from CMS to update the nursing home guide. I think that the way to think about this is that we will continue to manage getting the data into the tables and so I would consider that probably to leave the table structures in SQL as they are at this point in time, but it's the presentation, it's the integration, the user experience side again that we're looking to improve.

But another aspect to consider is that at least one of the new service categories, home health agency, actually will include data from CMS Home HealthCare, so that the design will need to be mirrored in that part of the application. Then going forward the same situation may present for other service categories that doesn't exist today.

QUESTION:

Do you have any statistics on how the nursing home guide is currently used, by how many people, page views; and do you have any targets for how you expect the new portal to be used?

RESPONSE:

Currently it's hit about 21,000 times a year. We anticipate with expansion it might increase by 50 percent.

In terms of knowing what percent of those visitors fall into which demographics, we do not have really good information on that. We don't own the sort of knowledge base that maps the IT to where they're coming from.

There are questions to be built into the website,(refer to Deliverable 2.6.2.7) listed in the RFP that anybody that accesses before they enter has to answer three questions. Those three questions will give us an idea of where visitors are from because we get a ZIP code, who they are and context of either professionally or functionally.

QUESTION:

I just want to get an understanding about page 19 that mentions there won't be a minimum or maximum for the year one and year two maintenance activities; and Attachment 1, the price proposal, does not indicate a fixed number of hours for you to compare various proposals. Is that your intention to leave it to the contractors to decide what hours to use? On a fixed price component we understand, but on the time and material component would you be specifying the number of hours that we should use so comparison is accurate between multiple contractors who have submitted their proposal?

RESPONSE:

The time and materials is for contract years beyond the initial building year. It's on a funded volume. It's a fully loaded rate, but you will have no benchmark for potential hours.

QUESTION:

What should we consider as, in Attachment 1A for example, we should consider as the column B total class hours for, say we pick five labor categories which we think are essential for year one and year two and we attach a fully loaded hourly rate for each of those five labor categories, but what is the column B that we fill in? Because my column B would be different from someone else's, and total evaluated price would differ.

RESPONSE:

Page 32, we're planning to use Attachment 2 in conjunction with Attachment 1A, in Attachment 2 each of the deliverables are defined in terms of staff title, name and the number of hours. Attachment 2 is there for purposes of taking each deliverable in year one and breaking it down by class of employee and number of hours that you're assigning to that class of employees for that deliverable in the project.

QUESTION:

I'm still not clear on the various price proposal sheets. It would appear Attachment 2 is a very detailed, by deliverable, staff, and the number of hours, and because the deliverable part of the contract is the fixed price part of the contract, it would appear that Attachment 2 relates back to Attachment 1, which is the fixed price, and that we would total up from the deliverables. As an example, John Jones is working on Deliverable 1A hundred hours and Deliverable 2, 50 hours, etc. so on Attachment 1 I would have John Jones with his labor category for a total of 150 hours at his hourly rate, so it would seem that those two pieces fit together.

Attachment 1A for category, for year one and year two appears, because it specifies time and materials, looks like that may be for follow-up work, that maybe now you want to add some enhancement to it that you didn't anticipate at the time this was left, and so I come back to the same question, in order to build your contract so that you have adequate funds in the contract, it would seem that you need to tell us an estimated of number of hours by labor categories.

RESPONSE:

Not estimate, give me a fixed price contract, which takes your whole cadre of individuals that's potentially going to work on the project and come up with a fixed price.

I've been on the other side, and that's your fixed price, that's the risk you take, that's the risk we take. We come into year two, if there's Times and Material work, there will be a scenario that we specify, we come back with an estimate, it's either in our budget or not within our budget, okay, we'll make that determination at that time.

QUESTION:

So for Attachment 1A, for year one and for year two are you looking simply for a labor category and an hourly rate -no total class hours?

RESPONSE:

That's exactly right. It's a single loaded rate; it covers every expense that you will incur in order to provide service on an hourly basis.

For clarification, in year two or any type of Times and Material work, if we define and want you to build a widget of that size, you're going to come back and say we think it's going to take X number of hours, we can do the multiplication and say it's either within budget or not within budget.

QUESTION:

We're going to submit a cost proposal and that cost proposal is going to be a fixed price proposal to design and develop, implement the website, and then we're going to give you on Attachment 1A hourly rates. At the conclusion of building this website, we get into year one and year two and you say we have this other task, give us an estimate, we work up an estimate, we're agreeable, I think you would end up in having to do a contract modification to increase the dollar ceiling on your contract.

RESPONSE:

That probability is there.

QUESTION:

Just to clarify further on this, so you will be releasing an amendment which will essentially modify Attachment 1A and 1B wherein you will remove column B and by extension column C; is that correct? So which means we don't have to fill column B and column C. Is that what you're saying?

RESPONSE:

We'll clarify in an amendment.

QUESTION:

Attachment 2 is more detailed, which gives a breakdown by deliverable the people who are working, who are going to be working on that deliverable, the name, the title, the name and the number of hours.

RESPONSE:

That's affirmative.

QUESTION:

In effect you're asking for a fixed price bid on what constitutes the deliverables and Attachment 1 you are asking for the hourly rate by labor category and multiplying that, I can see where you're going with this, but by definition a fixed price deliverable, would it be just okay if we give you a price for deliverable?

RESPONSE:

No. I want to see exactly who's being assigned for how many hours and that's how we're going to compare it against other proposals.

QUESTION:

I understand what you're saying, but on the other hand you mentioned in the invoicing that the invoicing will be done on the completion and acceptance of deliverables and Attachment 1 does not provide an amount for each deliverable separately as a line item which we need to show because you're asking us to invoice on the deliverable and asking to price on the labor categories.

RESPONSE:

The form will be modified. Thank you for pointing that out.

QUESTION:

Just to go back to the question of data, I understand that the source data will be in a SQL database and the tables will exist and we don't need to worry about any sort of interface or managing that data, but are there other types of content that will need to be loaded into the site either from hard or soft copy materials, documentation, things like that?

RESPONSE:

Yes, we will be providing some text pages and there are also a number of links to be built in, links to other state agencies and other websites that we will provide.

Just to clarify, there are several new components that don't exist on our site right now that will be part of this overhaul and a lot of it is informational in nature, it's not really data. And it will have links, just like regular home pages data. There will probably be pages as mentioned earlier that won't need to be talking to the SQL server.

QUESTION:

For instance there might be a hard copy or PDF brochure that needs to be translated into the website?

RESPONSE:

Yes, you'll probably get all of that, you won't have to do anything.

QUESTION:

Do you have an estimate of the scope of that content or how many pages?

RESPONSE:

It's in the attachment which was not a direct part of the RFP because it was more difficult to PDF. If you look at that, while it's not an absolutely final representation, it is a good idea of the scope and how many pages.

QUESTION:

Will we have access or the chosen vendor have access to any artwork that's source artwork that's been prepared by your agency?

RESPONSE:

We don't own anything, except for PDF, so artwork isn't part of the project.

QUESTION:

And one other question, do you have any feedback from users of the existing site, any type of feedback?

RESPONSE:

Yes, we've used focus group, that's how it got designed initially. We've had reviews annually since then and that was the basis upon which the RFP was drafted.

QUESTION:

Is that information available to us?

RESPONSE:

Whatever you need is in the RFP.

QUESTION:

That was my question, I wanted to understand, you know, three years ago you got this done and here you are again, what are the driving factors?

RESPONSE:

The driving factor is that right now the website is focused on facility - based services, nursing homes, and that is not in touch with where we should be. It was an economic issue three years ago with a little spent but a lot gotten for small dollars. Be that as it may, this is a transitional effort to expand it to a whole continuum of care long term care website, and so it now focuses in keeping people within their homes through the various options to allow the individual to have as much individual freedom as

possible; and at some point in time, if there's necessity, to go to a facility, so that was the driving force. This is also the reason the functional design needs to allow for expansion, because this is a first effort and it will change over time.

QUESTION:

I'm sure this is public information if you could disclose how much did you end up paying three years ago for this effort?

RESPONSE:

\$25,000. That was for the nursing home guide alone.

QUESTION:

Do you care where the work takes place? I thought there was, you alluded to wanting it done on one of your sites but I'm not positive of that.

RESPONSE:

We don't care where the work takes place. It will be offsite. This will be clarified on the key information sheet.

RESPONSE:

There are specified points in the RFP in which representatives will in fact be present either at this site or some other site and I think at the time of focus groups and the meetings that are spelled out in the RFP.

The Pre-bid conference adjourned at 10:17 a.m.

KEY INFORMATION SUMMARY SHEET

This Consulting and Technical Services II (CATS II) Task Order Request for Proposals (TORFP) is issued to obtain the services necessary to satisfy the requirements defined in Section 2 - Scope of Work. All CATS II Master Contractors approved to perform work in the functional area under which this TORFP is released are invited to submit a Task Order (TO) Proposal to this TORFP. Master Contractors choosing not to submit a proposal must submit a Master Contractor Feedback form. The form is accessible via your CATS II Master Contractor login screen and clicking on TORFP Feedback Response Form from the menu. In addition to the requirements of this TORFP, the Master Contractors are subject to all terms and conditions contained in the CATS II RFP issued by the Maryland Department of Information Technology and subsequent Master Contract Project Number 060B9800035, including any amendments.

TORFP Title:	Design and Development of the Maryland Health Care Commission (MHCC) Long Term Care (LTC) Web Site
Functional Area:	Functional Area 2 – Web and Internet Systems
TORFP Issue Date:	10/29/2009
Closing Date and Time:	11/30/2009 @ 4:00 P.M.
TORFP Issuing Agency:	Maryland Health Care Commission (MHCC)
Send Questions and Proposals to:	Sharon Wiggins swiggins@mhcc.state.md.us
TO Procurement Officer:	Sharon Wiggins Office Phone Number: 410-764-3329 Office FAX Number: 410-358-8811
TO Manager:	Carol Christmyer Office Phone Number: 410-764-3575 Office FAX Number: 410-358-8811
TO Project Number:	ADPICS Purchase Order #M00B9200730
TO Type:	Fixed Price plus Times and Materials
Period of Performance:	January 1, 2010 – June 30, 2013
MBE Goal:	0 percent
Small Business Reserve (SBR):	Yes
Primary Place of Performance:	Maryland Health Care Commission 4160 Patterson Ave., Baltimore, MD, 21215 OFFSITE
TO Pre-proposal Conference:	Maryland Health Care Commission 4160 Patterson Ave., Baltimore, MD, 21215 11/5/2009 at 9:30 A.M. See Attachment 6 for directions.

ATTACHMENT 1

Labor Categories

Price Proposal _Base Year

FIXED PRICE

TORFP # M00B9200730

Labor Categories	A	B	C
	Hourly Rate	Total Class Hours	Total Proposed CATS TORFP Price
(Agency to insert description of work and number of hours actual or for financial evaluation. Master Contractor to insert Proposed labor categories for this TORFP)	\$		\$
	\$		\$
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	\$		\$
Total Evaluated Price			\$

ATTACHMENT 1A – Labor Categories

PRICE PROPOSAL (Year 1)

TORFP # M00B9200730

Labor Categories	A	B	C
	Hourly Rate	Total Class Hours	Total Proposed CATS TORFP Price
(Agency to insert description of work and number of hours actual or for financial evaluation. Master Contractor to insert Proposed labor categories for this TORFP)	\$		\$
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Total Evaluated Price			\$

ATTACHMENT 1B -Labor Categories

PRICE PROPOSAL Year 2

TORFP # M00B9200730

Labor Categories	A	B	C
	Hourly Rate	Total Class Hours	Total Proposed CATS TORFP Price
(Agency to insert description of work and number of hours actual or for financial evaluation. Master Contractor to insert Proposed labor categories for this TORFP)	\$		\$
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	\$		\$
Total Evaluated Price			\$

Sample Deficiency Trend Table

Visit Types:					Visit Types:					Visit Types:				
Survey Dates:					Survey Dates:					Survey Dates:				
Health & Fire & Safety Deficiencies														
2005					2006					2007				
Level 4	J	K	L	Total	Level 4	J	K	L	Total	Level 4	J	K	L	Total
Red	0	0	0	0		0	0	0	0		0	0	0	0
Level 3	G	H	I		Level 3	G	H	I		Level 3	G	H	I	
Orange	0	0	0	0		0	1	0	1		0	0	0	0
Level 2	D	E	F		Level 2	D	E	F		Level 2	D	E	F	
Yellow	5	3	0	8		6	3	1	9		3	3	0	6
Level 1	A	B	C	1	Level 1	A	B	C		Level 1	A	B	C	
Green	7	2	1	10		2	4	1	7		1	2	1	4
Substandard Quality of Care - none in this time period					Substandard Quality of Care - one in this time period					Substandard Quality of Care - none in this time period				